



All About Asset Allocation, Second Edition

Richard Ferri

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WHEN IT COMES TO INVESTING FOR YOUR FUTURE, THERE'S ONLY ONE SURE BET?ASSET ALLOCATION

THE EASY WAY TO GET STARTED

Everything You Need to Know About How To:

- Implement a smart asset allocation strategy
- Diversify your investments with stocks, bonds, real estate, and other classes
- Change your allocation and lock in gains

Trying to outwit the market is a bad gamble. If you're serious about investing for the long run, you have to take a no-nonsense, businesslike approach to your portfolio. In addition to covering all the basics, this new edition of *All About Asset Allocation* includes timely advice on:

- Learning which investments work well together and why
- Selecting the right mutual funds and ETFs
- Creating an asset allocation that's right for your needs
- Knowing how and when to change an allocation
- Understanding target-date mutual funds

"All About Asset Allocation offers advice that is both prudent and practical--keep it simple, diversify, and, above all, keep your expenses low--from an author who both knows how vital asset allocation is to investment success and, most important, works with real people." -- John C. Bogle, founder and former CEO, The Vanguard Group

"With All About Asset Allocation at your side, you'll be executing a sound investment plan, using the best materials and wearing the best safety rope that money can buy." -- William Bernstein, founder, EfficientFrontier.com, and author, **The Intelligent Asset Allocator**

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Rosa Flint:

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